

Industry To Combat Criticism

Variety To Honor Peter Campbell

Next meeting of Tent 28, Variety Club of Toronto, will be on Monday, September 29th, at Malloney's Art Gallery, Grenville Street, and will be completely social, with no expenditures other than the dinner charge. The barkers will be able to sit

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Exhibs Checked On Regulations

The vigorous campaign against disregard for safety regulations in Ontario theatres, which led to a number of prosecutions, has caused greater respect for matters which bear on public safety. Theatre inspectors under their chief, Dan McPhee, have for

(Continued on Page 3)

Everything Ready For Top Golf Tourney

Although the fourth annual Canadian Motion Picture Golf Championships, sponsored by Canadian Film Weekly, is being held on shorter notice than usual, the number of those who are setting the afternoon of Friday, September 26th, aside indicates an even greater turnout than last year. This year the tournament will be held at Rouge Hills Golf and Country Club, which lies in the eastern suburbs of Toronto.

The Rouge Hills course reopened this year, after being closed during the war and a checkup by Archie Laurie and Ralph Dale revealed it to be serviceable. A

(Continued on Page 3)

Wald To Produce

Jerry Wald will produce "Until Proven Guilty" at Warner Brothers.

Plan Public Relations Program For Information Of Public

A comprehensive publicity and public relations program to combat in a sustained and positive fashion the effects of hostile or careless criticisms of the motion picture industry has been developed by the advertising and publicity directors committee of the Motion Picture Association of America, it was announced recently by Chairman Charles Schlaifer, director of advertising, publicity, exploitation and radio for 20th Century-Fox.

Sam Miles NFB Rep In West

Western theatrical representative of the National Film Board is now Sam Miles, who will supervise releases and promotion. He will work with Doug Peacock, national coordinator.

Miles, whose headquarters are in Winnipeg, joined the NFB in 1944 after resigning from the vice-presidency of the IATSE local.

Formerly field representative of the NFB's regional office, Miles joined the film industry in 1928. He had been a member of the IA executive since 1937.

This committee is representative of all the major companies as follows: Chairman Schlaifer, 20th Century-Fox; Ben Serkovich, Columbia; Howard Dietz and Si Seadler, MGM; Curtis Mitchell

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G-K Service Now Coast-To-Coast

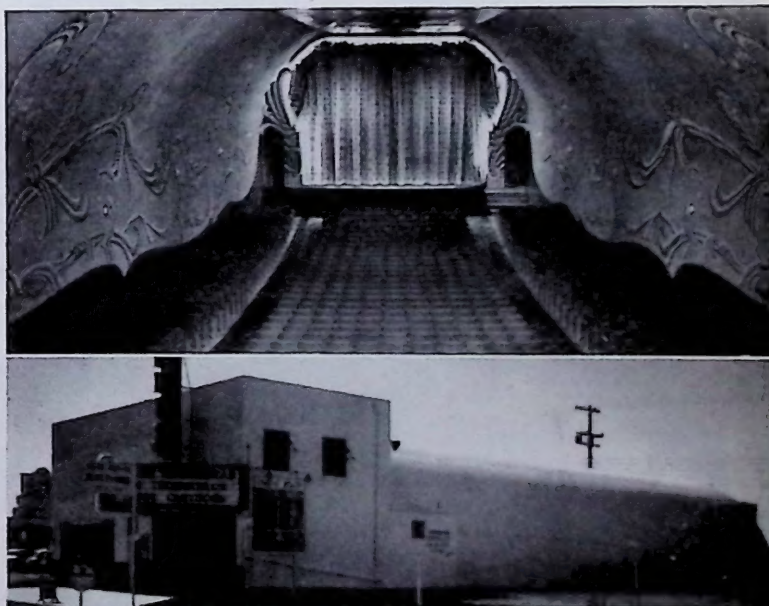
Gaumont-Kalee Limited, Canadian wing of the J. Arthur Rank British service and equipment organization, is now established on a national basis, it has been announced by Edward L. Harris, general manager. Head offices are in Toronto. The company

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Cast In 'Good Sam'

Joan Lorrington draws the top feminine supporting role in "Good Sam," Leo McCarey's Rainbow production for RKO Radio starring Gary Cooper and Ann Sheridan.

Canadian Prefabs Ready Soon



Prefabricated theatres will be offered by All-Steel Buildings, Limited, Toronto, in the next 60 days. The top photo indicates appearance of the auditorium, which can seat 500 or any number desired. The bottom picture shows the front of a prefab house in Abilene, Texas.

Marilyn Miller Pic

Warners will film the life of Marilyn Miller, Ziegfeld beauty.

Enright To Direct

Ray Enright will direct Columbia's "Coroner Creek."

SOMETHING IN THE WIND

The big cheer picture of the year from EMPIRE-UNIVERSAL FILMS LTD., with the jive singing of Deanna Durbin, the roaring comedy of Donald O'Connor, the golden voice of Jan Peerce and John Dall for romance. It's far and away Deanna Durbin's finest film to date.

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CONTACT YOUR NEAREST BRANCH OFFICE OF

Empire-Universal-Films Limited

FOR EARLY AVAILABLE DATES

Top Golf Tourney Seen This Year

(Continued from Page 1)

number of large industrial tournaments have been held there this year. For the past three years the Oakdale club housed the tournament, an act of consideration, for it is a private club and not suited to an event the size of ours. However, through the intervention of Herb Allen, Martin Bloom and other industry men who are members, the club extended its hospitality.

The Rouge Hills club has much larger quarters and was used in the past for a number of Famous Players tournaments and picnics. Its dining hall is large enough to cater to the entire attendance at once and presentations and entertainment will take place inside this year. It has large outdoor verandahs for the non-golfers to sun themselves, chat or play cards. The club can be reached by travelling east on the Kingston highway until the Lansing cutoff, then turning right. Guideposts will be provided at important spots.

Last year the Famous Players team, comprised of Jack Arthur, Bob Eves, George Georgas and Larry Bearg, won the N. L. Nathanson challenge trophy for low net with 363. The victory prevented Columbia from keeping the trophy, which it had won twice in succession.

The Famous Players trophy for individual low gross, A flight, went to Dewey Davis of General Theatre Supply and J. Jacobs took the local 173-IATSE trophy in the B flight. Twentieth Century Theatres' trophy for C flight, low gross, went to Kent Craig of Hamilton and George Philips won the toss with Harold Costin for individual low net, his luck bringing him the Canadian Film Weekly trophy.

This year Archie Laurie is tournament chairman and Tom Daley secretary-treasurer. Doug Rosen and Izzy Allen are in charge of tickets and Ralph Dale and Pete Myers the games committee. Len Bishop and Dale are looking after the prizes and Laurie and Martin Bloom the arrangements. Others on the general committee are Arch Jolley, who is acting as recording secretary; Harry Lester, Paul Maynard, Raoul Auerbach, John Dickson and Bob Eves.

It looks like the biggest and best tournament ever. Direct enquiries to this office. You might as well plan to go, for you won't be able to find anyone in his office that day. Tickets are ready now and may be obtained from committee members.

Close Inspection Of Theatre Safety

(Continued from Page 1)

months warned those whose oversight constituted infractions, prosecuting those who had been warned several times without avail and in several cases suspending operations of theatres for several days.

McPhee agrees that most infractions arise out of carelessness rather than deliberate flouting of rules contained in the book issued by his department. Managers, oppressed by material and manpower shortages during the war, slipped somewhat and the department, recognizing their difficulties, took a liberal attitude.

But all that is past and McPhee and his men now insist on observance of regulations in the interest of public safety. The majority of exhibitors realize their responsibility to the public and are in complete sympathy with the activities of the Theatre Inspection branch. The days of sloppy management should be over—and will, if the inspectors maintain their vigilance and offenders are disciplined.

Some of the discrepancies found by inspectors are listed below:

Rewind room in dirty condition and littered with cigarette butts and burnt matches, with newspapers scattered about.

Oil drip pans beneath each projector full and overflowing.

Pyrene hand pump extinguishers empty.

Backstage basement littered with wood and other inflammable material, while other basements had papers, rags and advertising material scattered about.

Lack of proper toilet facilities in projection suite.

Public toilet facilities not working, the water having been turned off.

Rear exit doors obstructed with snow and ice.

Exit lights not working.

Children under 16 admitted without an adult.

Insufficient film storage cabinets.

Unqualified man in charge of projection equipment.

Slope of exit ramp far in excess of that permitted by the regulations; in other cases

need of handrails for stairways.

Door-closing devices needed.

No fusible links on port hops drops.

No exit lights working.

Rear shutters to be installed on projectors using arc lamps as a source of illumination.

Towels and soap not supplied in washrooms.

Complaints by letter from patrons about air conditioning system.

Certain doors not metal-clad.

Entrance and exit doors found bolted during performances.

Exhaust fan or vent not installed in ceiling of projection suite.

No vent to open air in furnace room.

Considerable loose BX cable running across floor to projectors and heater. This should be fastened to ceiling.

Panic bars on doors not operating properly.

No observation port from rewind room.

National anthem not played.

No fire doors between fuel room and boiler room.

Automatic weights, etc., required on boiler room fire door.

Matron not on duty or not in uniform and staff inadequate.

Nozzle of hose in lobby tied to hose stand, hindering free use in case of emergency.

Emergency lighting system not in working order.

Brackets holding arc rheostats loose from wall.

Steps from exits not plainly marked.

New carpet required on stairs to men's room.

Emergency lighting cannot be controlled from projection room.

Men's room not deodorized.

Standing patrons in areas not designated as standing areas.

Projectionist warned about having a heated soldering iron on the rewind bench.

Installations of candy bars and popcorn vending machines without permission.

Master release system not in operating condition.

Storage of highly-inflammable material in and around theatre.

Unauthorized persons found in projection room; also reading material.



PETER CAMPBELL

He will be the guest of honor at the next meeting of Tent 28, Variety Club of Toronto, for his work in getting the Heart Fund off to a great start.

G-K Service Now Coast-To-Coast

(Continued from Page 1)

also services Odeon Theatres of Canada.

S. G. Wilson has been assigned to the Vancouver branch, which is under the direction of Marvin Thoreau. A projectionist for many years, he was recently connected with the film lab of Shelly Films, Limited in both Vancouver and Toronto.

Sound service inspectors in the Toronto area are M. Edson and H. Davies. Edson spent 14 years on the staff of the University of Toronto, where he was engaged in research and maintenance in connection with electronic equipment. Davies has considerable experience in theatre engineering and served with the RCAF during the war.

A. B. White has been appointed a service inspector in the Montreal branch, which is under the supervision of R. Delorme. He has had varied experience in civilian life and was a radio instructor in the RCAF.

All of Gaumont-Kalee's technical activities are under the direction of its chief engineer, Hy Goldin, who is well-known to the theatre and electronic trades in Canada.

Prominent Hamilton Exhibitor Passes

John Guest, well-known Hamilton exhibitor, died suddenly at his home in that city recently.

He was formerly the owner of four theatres in the Mountain City, the Delta, Queens, Empire and Dundas.

A veteran of World War I, he is survived by his wife, the former Kate Bywater, and one sister, Mrs. William Yates.

Film Weekly

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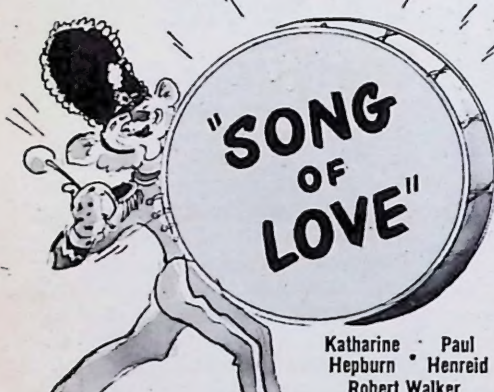
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OF THE
THIN
MAN"**

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SONG OF THE BOX-OFFICE!



**"DESIRE
ME"**

Greer Garson,
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GREER GARSON'S GREATEST!



**"GREEN
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STREET"**

Lana Turner, Van
Heflin, Donna Reed,
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**"THIS
TIME
FOR
KEEPS"**

Esther Williams, Lauritz
Melchior, Jimmy Durante,
Johnnie Johnston, Xavier Cugat

BIG TECHNICOLOR MUSICAL!



**"CASS
TIMBERLANE"**

Spencer Tracy,
Lana Turner,
Zachary Scott

IT WILL MAKE HISTORY!



**"THE
BIRDS
AND THE
BEES"**

Jeanette MacDonald,
Jose Iturbi,
Jane Powell

ROMANCE IN TECHNICOLOR!



**"GOOD
NEWS"**
TECHNICOLOR

June Allyson,
Peter Lawford

HAPPY NEW YEAR!

H'wood Plans To Combat Critics

(Continued from Page 1)

and Stanley Shuford, Paramount; S. Barret McCormick, RKO Radio; Paul Lazarus, Jr., United Artists; Maurice Bergman and Hank Linet, Universal-International; Mort Blumenstock and Gil Golden, Warner Bros.

While the Canadian Motion Picture Distributors Association is not officially connected with the Motion Picture Association of America, its member companies belong to it in the USA. It is expected that Canadian public relations representatives for the film companies will be briefed in policy and asked to apply it to Canada. There is plenty of room for it in the Dominion.

As chairman, Schlaifer said that the program, now in concrete outline, has been evolved over a period of many months by his associates and himself as a result of recurring crises involving public good will toward the industry. Through lack of factual information in some cases, through an habitual practice of harrying Hollywood in others, and through purposely hostile or inspired motives, in a few instances, the motion picture industry, he said, had been made a needless victim. His committee, Schlaifer added, proposed to try to correct this condition as far as possible by aggressively supplementing the activity of the Johnston Office in this field.

Attention will be called also to the industry's status as a self regulating and policing institution, standing for freedom of expression for all media of communication and for self responsibility as well. The record of Hollywood in depicting the free way of life to the world, in conveying wholesome messages to moviegoers the world over, in helping the development of the arts and sciences and promoting education, in direct and large scale participation in humanitarian causes and in war service, will be cited.

"As members of an important committee of the Motion Picture Association who are in direct contact with the public, we believe strongly," Schlaifer said, "that so far-flung an institution of American life deserves better than to be a lone whipping boy for self-appointed critics of all varieties, including the sheerly flippant and the oddly malevolent. Sometimes this attitude suggests an almost psychopathic hysteria, as if Hollywood and the picture making business held a monopoly on all human frailty."



Typodermic Injections

Elanor Barteaux has been appointed director of research and information for that expanding organization, the National Film Society . . . We'll be tagging Irv Herman, PRC publicist, prior to his nuptials with Dorothy Grossman of Eagle-Lion . . . You'll be happy to hear that Len Bishop's young son, David, fought off polio after the symptoms were identified and he's feeling fine . . . It's a girl at the Murray Sweigmans . . . An important part of Bea Lillie's history wasn't touched on in that recent Liberty biog. Her first pro engagement came through Charlie Stephenson, 20th Century's public relations chief, who recently completed 50 years in show business. Charlie was organizing a travelling company about 1909 and Bea, as Beatrice Francis, answered his ad for chorus girls. He said she was too young and told her to bring her mother. She did and Charlie hired both and Bea's sister, Muriel, as a pianist. They joined the company in Cobalt and Bea was with Charlie until she returned to school in the autumn. The next summer she rejoined Charlie's company in Cobalt, where it was in stock, as a singer and comedienne.

The Way We Are

In Los Angeles a taxi driver in a new car complained to me about the way his meter rattled. "I didn't mind this meter when it was in my old car," he said, "because everything rattled along with it and I didn't notice the noise."

Admiration deferred: New associate conductor of the Toronto Symphony Orchestra and assistant to Sir Ernest MacMillan is Paul Scherman, a fine violinist.

Years ago Paul played a concert at which a leading international conductor, in the city for an engagement, was one of the listeners. After the concert a congratulatory crowd surrounded the young fiddler, who swelled with pride as he saw the noted guest struggling through the admiring throng to reach him. Praise from him was to be cherished above all others.

"Scherman," exclaimed the great man as he broke through, "tell me quickly, where is the men's room?"

Observation: Life never seems dull to dull people.

In the scornfield: "I see," said a booker to a screening room loafer, "that you are working just as hardly as ever."

The best-yessed man: There's a story around about the top man of a studio who called his brain trust together. "I am going to screen our big picture of the year for you and I want each of you to give me your absolutely honest opinion of it," he told them. "Don't yes me, because it may lead to a loss of a million dollars through wrong sales and advertising policies."

So they called it as they saw it.

A week later the same men were at the regular monthly meeting of the executive board, over which the top man presided. As usual, he damned them for their inefficiency, lack of judgment and so on. Then he ended his tirade with a statement wrapped in scorn and expressed in tones of proof positive.

"Why," he sneered, "when I screened our big picture for you a week ago there were only two who had the same opinion of it as I did!"

RCMP crookbook: Top NFB film to date, screening room solons say, is its yet-unreleased four-reeler about Mounted Police operations, based on cases from the files. In one scene wicked-looking underworldlings plot some profitable evil. It's realistic, sure enough, for every one of the characters in it has a long criminal record and was cast for his role by the Mounties.

Fixed abode: Gordon Lightstone, Dan Krendel and Bob Eves were talking about the prices of new cars. Krendel told about a car priced at \$7,000. "For that much money you could buy a house," said Gordon. "Sure," cracked the fourth hand in the gabfest, "but where can you go in it?"

Variety To Honor Peter Campbell

(Continued from Page 1)

back and rest on their laurels. A fine program of entertainment has been worked out, with prizes and fun for all. The committee has agreed that it was time members were able to attend a meeting without devoting their time to a study of projects, for fun has been limited to date because of the endeavors of Variety of Canada to do in one year what other tents took much longer periods to accomplish.

It will be Peter Campbell evening, with the Toronto Baseball Club's chief being honored for his great work in getting the Heart Fund off to such an inspiring start. He will be presented with a gift, the nature of which will not be revealed until that evening. Every member of Variety will be happy to be present to show his esteem for Barker Campbell and his work.

The business meeting, at which a report of the recent theatre night will be presented, is scheduled for 5.30, cocktails at 6.30 and dinner at 7.15. There will be door prizes and bridge and gin rummy tournaments.

As a special attraction Barker Jack Murray of the Murray Advertising Agency will stage his great radio attraction, Treasure Trail, with prizes for all who care to compete.

But first and last the evening is one to be devoted to pleasure, with nothing on the agenda which requires anyone to pledge time or money.

All meetings of Variety will be held in Malloney's Art Gallery until the clubrooms are ready in the Prince George Hotel.

New Sales Engineer For Supply Company

P. R. (Ted) Hayes, veteran sound and radio expert, has joined the sales and engineering staff of General Theatre Supply Company, according to a recent announcement by Peter D. Brown, president. He resigned from the employ of the Dominion Government at Research Enterprises, where he headed the section concerned with the testing of radar equipment, to accept the position.

An ex-serviceman of World War I with eight years of marine radio and wireless experience, Hayes joined the staff of Northern Electric as a technical sound engineer on his arrival in Canada in 1929. Six years later he joined the newly-formed Booth Film Enterprises as a recording engineer.

Everybody's Cheering **THAT "HAPPY-LUCKY" SHOW!**

PARADE OF HIT SONGS:

"FUN AND FANCY FREE" • "LAZY COUNTRYSIDE"

"TOO GOOD TO BE TRUE" • "SAY IT WITH A SLAP"

— and others you'll be humming soon!



CHARLIE MCCARTHY

MICKEY MOUSE



Walt Disney's
FULL-LENGTH MUSICAL CARTOON FEATURE

**"Fun and
Fancy Free"**

COLOR BY
TECHNICOLOR

featuring

EDGAR BERGEN • DINAH SHORE

in the flesh, with Charlie McCarthy
and Mortimer Snerd.

voicing the tunes and story of
Bongo, the bear.

Distributed by—RKO RADIO PICTURES

"Tell your patrons this is the best Disney in years — it will live up to your praises! The best Disney feature since 'Pinocchio'! Songs catchy enough for hit parade popularity!"—Film Bulletin



BONGO

"A contribution to the gayety, delight and entertainment of the nation . . . to be loved by children, provide stimulation to adults and produce well-rounded boxoffice figures." —Film Daily

WILLIE THE GIANT



"All of it adds up to one of Disney's finest achievements — and sure-fire top grosses! No cartoon characters, certainly, have ever moved as smoothly across the screen!"
—Daily Variety

"Should be enjoyed by everyone! Disney and his craftsmen are again at their best . . . the effects they get are marvelous! Many laughs!"
—The Exhibitor



GOOFY



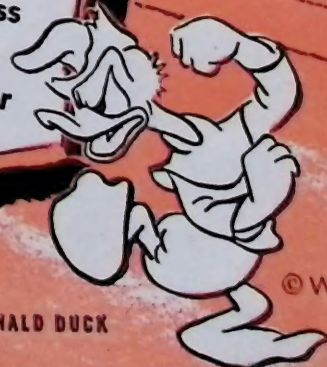
LULUBELLE

"A good bet for anybody's theatre! Children will turn out in droves! Adults will be pleasantly diverted! Suspense, hilarity and spectacle are effectively blended!"
—The Independent

"Designed to charm audiences of any bracket! A happy merger of live and animated talent which will do the characteristic Disney business at the boxoffice!"
—Hollywood Reporter



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Make Cheques Payable to FILM WEEKLY GOLF TOURNAMENT

Possessed

with Joan Crawford, Van Heflin, Raymond Massey

Warners 108 Mins.

HAS WIDE POSSIBILITIES, POTENTIALITIES AS ADULT DRAMATIC FARE; STAND OUT PERFORMANCES, ACE DIRECTION.

Ranking with the best cinematic treatments of mental disorders, "Possessed" has wide possibilities and potentialities as adult dramatic fare. It is an intelligent treatment of impending insanity performed with artistry.

Deranged to the point of collapse, Miss Crawford is initially seen at dawn in downtown L.A. She collapses and is taken to the municipal hospital in a coma. Restored via drugs, by Stanley Ridges, a psychiatrist, she recounts her case history.

Under the influence of narco-synthesis, Miss Crawford tells of her affair with Van Heflin while she, as a nurse, attended Massey's wife. Heflin does not take Miss Crawford's feelings for him seriously. Rather, he is inclined to dismiss them lightly and this leads to a severance of ties.

Across the lake Massey, acquaintance to Heflin, and his invalid wife live. Massey's wife suspects Miss Crawford of an illicit alliance with him and she constantly throws this up to the two. Heflin won't have any part of a reconciliation.

Shortly thereafter Massey's wife is drowned. It is labelled a suicide and dismissed by the police. Massey's children come home. Geraldine Brooks, a grown-up girl, suspects Miss Crawford and her father. She makes it difficult but Massey prevails upon Miss Crawford to marry him.

Heflin comes on the scene again and there is a resumption of their affair, with Miss Crawford suffering mental turmoil leading to lapses of memory as a result of the duplicity. She visits a medico who advises mental treatment.

When she learns from Heflin that he is planning to marry Miss Brooks she kills him. From that point on her mind is a blank until she is picked up in L.A.

CAST: Joan Crawford, Van Heflin, Raymond Massey, Geraldine Brooks, Stanley Ridges, John Ridgely, Moroni Olsen.

CREBITS: Producer, Jerry Wald; Director, Curtis Bernhardt; Screenplay by Sylvia Richards, Ronald MacDougall; Based on a story by Rita Weisman; Photography, Joseph Valentine.

DIRECTION, Intelligent. PHOTOGRAPHY, First Rate.

I Wonder Who's Kissing Her Now

with June Haver, Mark Stevens

20th-Fox 104 Mins.

MONEYMAKER OF FIRST ORDER; A MUST FOR CHASING SUMMER DOLDRUMS.

The only problem facing the exhibitor when he plays this top-notch entertainment is fitting the title into the marquee. Otherwise it is clear sailing and a moneymaker of the first order. If there are any Summer doldrums at the boxoffice here is just the number to cure them. It is just what the doctor ordered in the way of a light, romantic musical.

Showmerchandise produced by a showman who knows every angle of the trade, what the public wants and how to give it to them, George Jessel's hand is evident throughout.

Story basis concerns episodes in the life of Joseph E. Howard, played by Mark Stevens. Howard wrote the famous number of the title and many more that caught on and carried him along to lead the hit parade of the gaslight era. Stevens had a way with the ladies and some lovely numbers figured in his burgeoning days in show business. First there was "Lulu Madison," played by Martha Stewart. She sings his first number, took to him and spotted him in her act. Then there was Lenore Aubert, as "Fritzi Barrington," a Continental import; June Haver is his girl, however, and she's his at the finish.

High fidelity to show business, its people and ways is the order here as the script traces the rise of Stevens from obscurity in a Weehawken organ salesroom to production of a click musical show. He throws it all over when Miss Aubert runs off to marry Truman Bradley. Reginald Gardner, however, a clever manipulating playwright, holds firm to Stevens' thrown over interests, including Miss Haver, who becomes a musical star in her own right. Concluding in San Francisco where Stevens is reunited with Miss Haver, the action receives powerful stimulus from inclusion of three sock stage production numbers.

CAST: June Haver, Mark Stevens, Martha Stewart, Reginald Gardner, Lenore Aubert, William Frawley.

CREBITS: Producer, George Jessel; Director, Lloyd Bacon; Original Screenplay by Lewis R. Foster.

DIRECTION, First Rate. PHOTOGRAPHY, Excellent.

Brute Force

with Burt Lancaster, Hume Cronyn, Charles Bickford

Empire-Universal 98 Mins.

LATEST MELODRAMATIC ADDITION TO HELLINGER LIST SHOULD PROVE SOCK BOXOFFICE NUMBER; WILL MAKE THE AUDIENCE SIT UP, SQUIRM, SHUDDER, LAUGH AND THRILL.

Growing list of sock boxoffice numbers with the Mark Hellinger imprint adds another melodramatic high scorer in "Brute Force." There have been prison tales and prison tales. Few have ever been loaded with the bulls-eye material found in this one.

While generally prison yarns have dealt with inmates scheming to crash out — and this one does, too — here a kaleidoscopic analysis of criminal types, reform, character studies, sadism, plotting, death, hope and fear are intermixed.

Handling of the basic story does not confine itself to morbidity and seething hate that makes itself apparent at the outset. The piece has its light side, too, for humorous moments. These latter are funny, but there is an underlying feeling of apt cunning that tinge with a note of the criminal.

In the tiers of cons, Burt Lancaster, Charles Bickford, Sam Levene, Howard Duff, Vince Barnett, Jack Overman, Sir Lancelot, latter a Calypso singer who gives out a cleverly concocted rhyme frequently, are all they should be. On the other side of the bars there's Hume Cronyn, a sadistic captain of guards who is bucking to become warden. Cronyn's is THE performance. The audience should hate him to pieces.

After treating of many facets of prison life the plot settles to concentration on the inmates of R-17 who are laying plans to break out. They work in a drainpipe under construction outside the walls. When Bickford, editor of the prison sheet learns his parole is postponed he joins them. Lancaster's plan is based on a military operation Howard Duff was in on in Italy. Diversion on one side, crash through on the other. Bickford supplies the material. Levene is caught by Cronyn and given a going over. He does not spill.

Operation Crashout is launched. It is a noisy, lethal, murderous and gripping show with



H. B. GRIMES

He has been transferred from Winnipeg to Regina as resident sales and service representative of Dominion Sound Equipments Limited. With the company for 17 years, he is a native of Saskatoon and a graduate of the Marconi School of Radio in Montreal and the Acousti-Celotex School in Chicago.

Grimes, whose new office is located at 2300 Dewdney Avenue in Regina, has been replaced in Winnipeg by R. H. Williams, senior service engineer.

violent death in every scene. Jules Dassin's direction of this part is masterful.

When the smoke clears and wounds are patched, Cronyn, Bickford, Lancaster and just about everyone else, con and guard, involved in the fracas are dead. Art Smith, prison medico, the forces within caged humans delivers a brief, potent piece on that causes them to want out.

Compounded without a dull note anywhere, "Brute Force" will make the audience sit up, squirm, shudder, laugh and thrill. That's what they come for, that's what they'll get.

CAST: Burt Lancaster, Hume Cronyn, Charles Bickford, Yvonne De Carlo, Ann Blyth, Ella Raines, Anita Colby, Sam Levene, Howard Duff, Art Smith, Roman Bohnen, John Hoyt, Richard Gaines, Frank Puglia, Jeff Corey, Vince Barnett, James Bell, Jack Overman, Whit Dillsett, Sir Lancelot, Ray Teal, Joy C. Flippen, James O'Rear, Guy Beach.

CREBITS: A Mark Hellinger Production; Director, Jules Dassin; Screenplay by Richard Brooks.

DIRECTION, Superb. PHOTOGRAPHY, Excellent.

Frost New Manager Of Grand, Sudbury

Charles Frost, assistant manager of the Twinex Century's Regent Theatre in Sudbury, Ontario, has been promoted to the managership of the company's 813-seat Grand in the same community. He succeeds Bill Williams, who was moved by Twinex to its newly-opened Century in Sudbury.

Frost has been with the company in various capacities since 1936, except for four years with the RCNVR overseas and one year with International Nickel.

'Open Secret' Stars

Sheldon Leonard and Jane Randolph have been signed for top roles in "Open Secret," first picture to go into production for newly-formed Marathon Pictures, which will release its product through Eagle Lion as part of the PRC program.

Perlberg Readies Film In England

William Perlberg, 20th Century-Fox producer, has been in England making plans with director Joseph Mankiewicz for his latest production, "Escape," which is to star Rex Harrison and Peggy Cummins. "Escape," based on the famous John Galsworthy play, will be filmed in England in its entirety.

Exciting Public Interest



This dashing fiddler played up and down Yonge Street during the busiest hours pestered by pretty girls. He's supposed to represent Paganini and the girls, from the Arthur Murray School of Dancing, imitated the ladies of his era by throwing themselves at him. It's a stunt dreamed up by Tony Beacon of Eagle-Lion to stimulate interest in "The Magic Bow," in which Stewart Granger stars.

To Direct Western

Vernon Keays was signed recently by Columbia to direct the next Charles Starrett - Smiley Burnette western, "Whirlwind Raiders."

'Saintly Miss Peters'

Katharine Hepburn's next starring role for MGM will be "The Saintly Miss Peters," an original comedy by William Roberts. Paul Jones will produce.

British Film Tax May Be Dropped

The British government is ready to drop its confiscatory 75 per cent tax on Hollywood films if USA producers can suggest other means for reducing the balance of payments.

Prime Minister Attlee disclosed the decision in a letter to the Cinematographic Exhibitors Association, which had protested that the tax would drive them out of business.

Heavy Radio Support For New Durbin Pic

Empire - Universal Films, through Ben Cronk, has arranged for 120 radio spots over four stations in Toronto to help call public attention to Deanna Durbin's new feature, "Something in the Wind," in which she appears with Donald O'Connor, John Lund and Jan Peerce.

There will be 12 spots daily for ten days. It is the most concentrated radio campaign in support of a film in Toronto theatre history.

Hal Wallis Has Three Ready For Filming

Hal Wallis has three properties in preparation for filming this fall and winter for Paramount. Being readied for the cameras are:

"House of Mist," romantic story with a Chilean setting from the novel by the Chilean prize-winning author, Maria Luisa Bombal, which was published in the United States by Farrar and Straus.

"Sorry, Wrong Number," based on the CBS radio classic by Lucille Fletcher, who also wrote the screenplay. Anatole Litvak will direct and co-produce the film with Wallis.

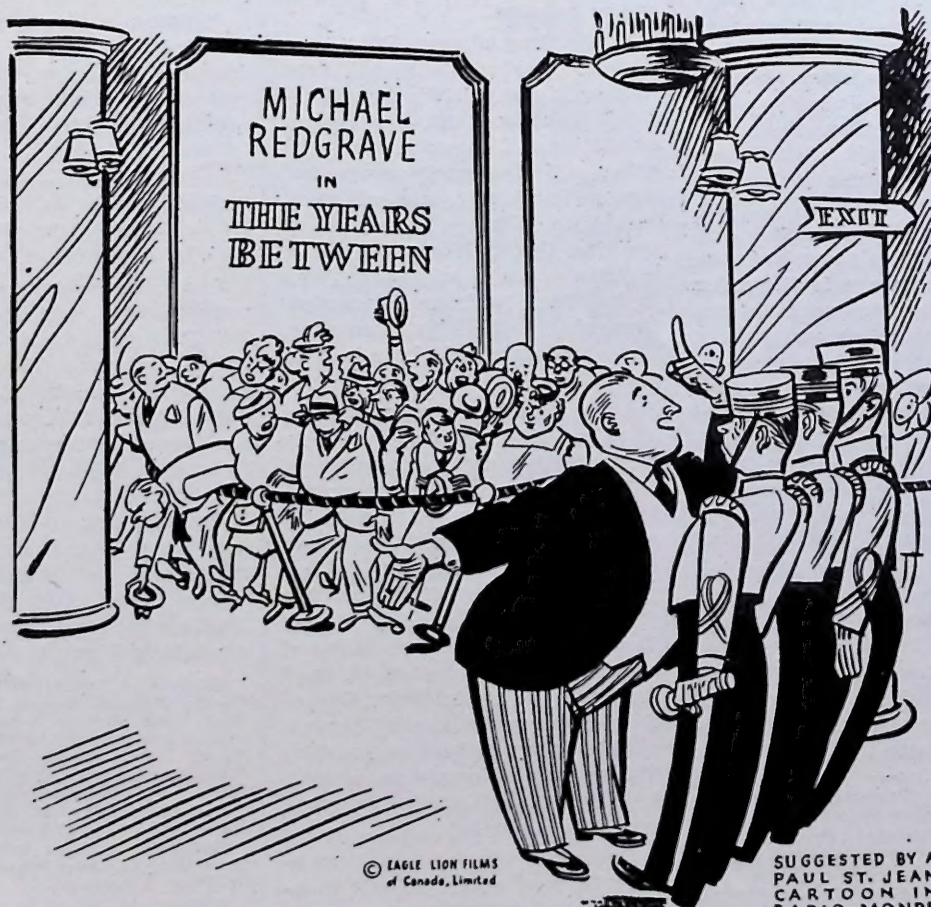
"Be Still, My Love," romantic suspense story with a California University background from the novel by June Truesdell just published by Dodd Mead.

RKO To Distribute Bergman's 'Joan'

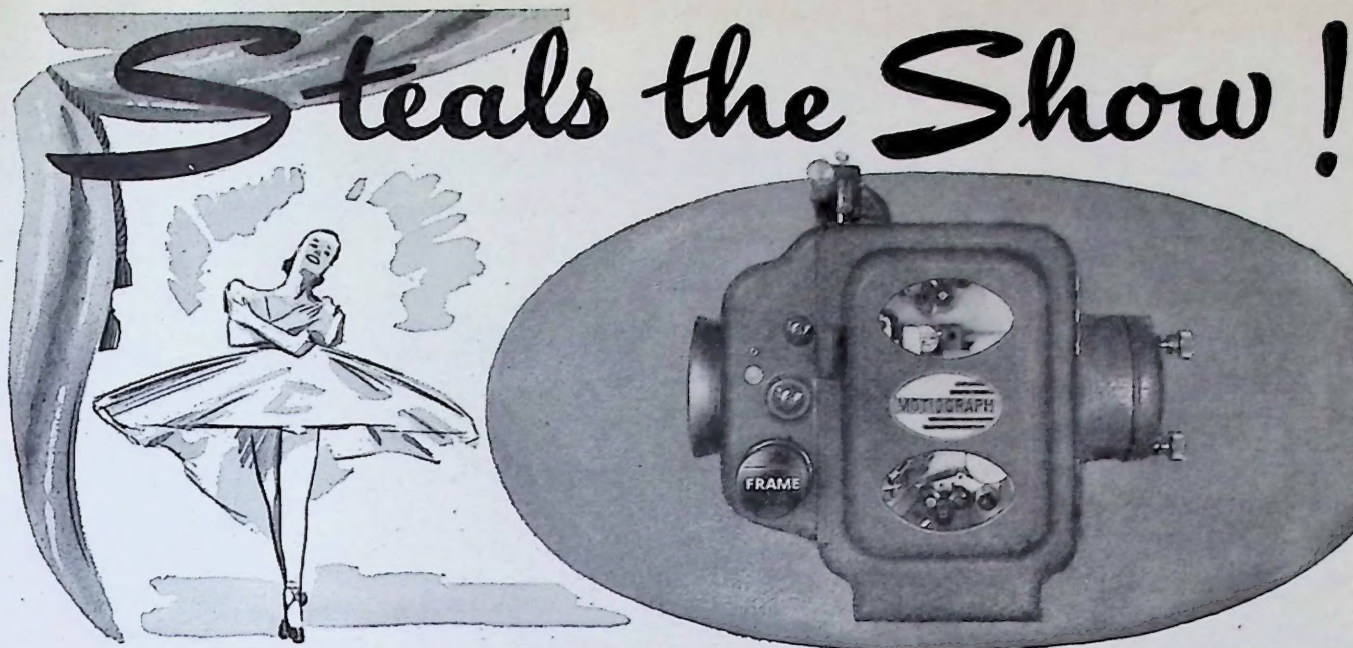
In one of the film industry's most important deals of the year, arrangements recently were completed between N. Peter Rathvon, president of RKO Radio Pictures, Inc., and Walter Wanger, Ingrid Bergman and Victor Fleming, the triumvirate of the Sierra Pictures Company, Inc., whereby RKO will distribute the picture "Joan." Miss Bergman scored a brilliant success in the character of Joan in Maxwell Anderson's play "John of Lorraine" on Broadway last season.

Filming will be done in Technicolor with activities centered at the Hal Roach Studio at Culver City.

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- **Optical Alignment** — an entirely new type of locking device holds the lens in firm optical alignment.
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Screen Play by Catherine Turney • From the Novel by
Marjorie Carleton • Music by Franz Waxman

